

## 5.03 Study Guide

1. \_\_\_\_\_ is a marketing function needed to communicate information about goods, services, images, and/or ideas to achieve a desired outcome.
2. \_\_\_\_\_ is promoting numerous types of applications that appeal to the teen market.
3. Any \_\_\_\_\_ that has something to sell uses promotion at one time or another.
4. Businesses that sell \_\_\_\_\_, MP3 players, shoes, cars, and soft drinks rely heavily on promotion.
5. Characteristics of an effective promotion:
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
6. Benefits of using promotion:
  - \_\_\_\_\_: the most obvious way businesses benefit from promotion
    - Promotion is used to spread the word to customers and to convince them to buy
  - \_\_\_\_\_: used to position the company the way they want customers to see them
  - \_\_\_\_\_: want customers to identify with images projected through promotion .
    - AEO and Hollister project an image of style and fashion.
  - \_\_\_\_\_: helps customers learn that products exist and where they are available
  - \_\_\_\_\_: happens when businesses promote product benefits, features and prices
  - \_\_\_\_\_: benefits the economy by providing job opportunities
  - \_\_\_\_\_: helps to pay for mass media – TV, radio, newspapers, magazines, Internet, etc
7. Costs associated with the use of promotion:
  - Some are free or nearly free – issuing a press release about a new or improved product
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
  - Considering the costs ahead of time helps marketers to create reasonable promotional budgets
8. Types of Promotional Objectives:
  - \_\_\_\_\_
    - Communicate important information about new or improved products
  - \_\_\_\_\_
    - Competitive products
    - Company image
  - \_\_\_\_\_
    - Established products
    - Established companies